

## **ABSTRACT OF THE DISCLOSURE**

A method for transferring a label portion from a label assembly onto an object wherein the label assembly is slid within a gap formed between at least one stripping member and an apparatus base surface. The label portion is positioned within an application area defined on the apparatus base surface with an adhesive side of the label portion exposed. The object is positioned on the apparatus base and with respect to the label portion. The object contacts the adhesive side of the label portion to apply the label portion to the object. The object is then removed from the apparatus, thereby transferring the label portion from the label assembly onto the object.